1. A process for presenting interactive program guide information to a user, comprising the steps of:

providing a program guide area;

wherein said program guide area is semi-transparent and overlays a broadcast program that the user is currently watching, allowing the user to see the progress of the broadcast program;

receiving user command input;

displaying a first column in said program guide area;

said first column displays available program channels in a rotating endless channel list;

wherein the user scrolls or pages up or down said channel list;

displaying a second column in said program guide area;

said second column displays a program list for a specific channel; and

wherein the user scrolls or pages up or down said program list.

18. A process for presenting interactive program guide information to a user, comprising the steps of:

providing a program guide area;

wherein said program guide area is semi-transparent and overlays a broadcast program that the user is currently watching, allowing the user to see the progress of the broadcast program;

receiving user command input;

displaying a first column in said program guide area;

said first column displays channel sorting methods available to the user;

displaying a second column in said program guide area;

said second column displays available program channels in a rotating endless channel list; and

wherein the user scrolls or pages up or down said channel list.

19. The process of claim 18, further comprising the step of:

displaying a third column in said program guide area;

said third column displays a program list for a specific channel; and

wherein the user scrolls or pages up or down said program list.

40. An apparatus for presenting interactive program guide information to a user, comprising:

a program guide area;

wherein said program guide area is semi-transparent and overlays a broadcast program that the user is currently watching, allowing the user to see the progress of the broadcast program;

a module for receiving user command input;

a module for displaying a first column in said program guide area;

said first column displays available program channels in a rotating endless channel list;

wherein the user scrolls or pages up or down said channel list;

a module for displaying a second column in said program guide area;

said second column displays a program list for a specific channel; and

wherein the user scrolls or pages up or down said program list.

57. An apparatus for presenting interactive program guide information to a user, comprising:

a program guide area;

wherein said program guide area is semi-transparent and overlays a broadcast program that the user is currently watching, allowing the user to see the progress of the broadcast program;

a module for receiving user command input;

a module for displaying a first column in said program guide area;

said first column displays channel sorting methods available to the user;

a module for displaying a second column in said program guide area;

said second column displays available program channels in a rotating endless channel list; and

wherein the user scrolls or pages up or down said channel list.

58. The apparatus of claim 57, further comprising:

a module for displaying a third column in said program guide area;

said third column displays a program list for a specific channel; and

wherein the user scrolls or pages up or down said program list.

73. A program storage medium readable by a computer, tangibly embodying a program of instructions executable by the computer to perform method steps for presenting interactive program guide information to a user, comprising the steps of:

providing a program guide area;

wherein said program guide area is semi-transparent and overlays a broadcast program that the user is currently watching, allowing the user to see the progress of the broadcast program;

receiving user command input;

displaying a first column in said program guide area;

said first column displays available program channels in a rotating endless channel list;

wherein the user scrolls or pages up or down said channel list;

displaying a second column in said program guide area;

said second column displays a program list for a specific channel; and

wherein the user scrolls or pages up or down said program list.

96. A program storage medium readable by a computer, tangibly embodying a program of instructions executable by the computer to perform method steps for presenting interactive program guide information to a user, comprising the steps of:

providing a program guide area;

wherein said program guide area is semi-transparent and overlays a broadcast program that the user is currently watching, allowing the user to see the progress of the broadcast program;

receiving user command input;

displaying a first column in said program guide area;

said first column displays channel sorting methods available to the user;

displaying a second column in said program guide area;

said second column displays available program channels in a rotating endless channel list; and

wherein the user scrolls or pages up or down said channel list.

97. The method of claim 96, further comprising the step of:

displaying a third column in said program guide area;

said third column displays a program list for a specific channel; and

wherein the user scrolls or pages up or down said program list.